

Attachment 4

DECLARATION OF ALLEN R. STEIN


I, Allen R. Stein, of Atlanta, Georgia, freely give this Declaration:

1. I am of the age of majority, and am competent to give this Declaration.
2. I have about 30 years of experience in the field of marketing and merchandising for floor coverings.
3. I am the inventor of the Display Rack with Multiple Board Size that is the subject of U.S. Patent Application Serial No. 10/072,032.
4. To my knowledge, prior to my invention, there were no other display devices that included a support rack having an array of multiple display panels pivotally mounted to the rack, with an overlying panel of the array having a smaller length and/or width than an underlying panel, such that material displayed on underlying panel(s) was visible beyond the outer free edge of overlying panel(s), as in my display device.
5. As a result of the incorporation of the above-described features, my display rack meets a long-felt but unsatisfied need in the trade, by enhancing the ability to display multiple floor coverings or other materials to potential customers simultaneously, and assisting the seller in differentiating these products to the customer.
6. Other display devices of which I am aware fail to meet these needs of the trade in the manner of my display rack, because they do not include the above-described features.
7. My display rack has met with considerable commercial success in the marketplace. Since introducing my display rack on the market, thousands of units of commercial embodiments of my display rack incorporating the above-described features have been sold. And there is a continuing upward trend in the overall demand for my display rack, as evidenced by orders in process, for substantial numbers of more units, for which verbal approvals have been received.

8. The profit margin I have been able to obtain for my display rack is considerably higher than the margin for standard display racks that do not incorporate the above-described features.
9. Aside from the above-described features of my display device (namely, the provision of a support rack having an array of multiple display panels pivotally mounted to the rack, with an overlying panel of the array having a smaller length and/or width than an underlying panel, such that material displayed on underlying panels is visible beyond the outer free edge of overlying panels) there are no significant distinctions in manufacturing or marketing techniques, promotional activity, pricing or materials of construction, that would account for the strong demand and increased margin that my display device enjoys.
10. I am informed by persons in the display device field that the strong demand and increased margin for my display device results from its ability to enhance the display of multiple floor coverings or other materials to potential customers simultaneously, and to assist the seller in differentiating these products to the customer, which is due to the incorporation of the above-described features of my display rack.
11. I am informed that carpet dealers have recognized that the use of my display device increases sales of carpet because it allows consumers to more easily compare products and make an intelligent purchasing decision.

I hereby declare under penalty of perjury that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Signature:


Allen R. Stein

Date:

